Data General

Everything You Wanted To Know About Doing Your Own Advertising

(But Didn't Know Who To Ask)

THE DATA GENERAL CS FAMILY ADVERTISING MAT BOOK

By selecting and running your own ads from the new Data General advertising "mat book," you'll be promoting your company and the Data General Commercial Systems (CS) Family. Use of this mat book is sure to increase awareness of your company and its capabilities and, hopefully, your sales. And it's easy to use.

On the following pages of this book, you'll find complete, comprehensive instructions and advice on how to best use this advertising. Included are suggestions and facts concerning placement and most advantageous use of the ads.

The ads contain suggested copy and should be carefully read, and, if necessary, changed to best reflect your situation and product needs.

Simply choose and cut out the ad (or ads) that best suits your company's unique situation. Then, by using the information provided, determine which newspaper you want to use. Contact that paper and inform them you'd like to run an ad. The paper's staff will provide you with any help you might need.

NOTE: Certain changes in size and arrangement of the newspaper ads may be necessary due to varying sizes of newspaper columns. Photographs may be interchanged to show the system that's best suited to your needs.

TARGET AUDIENCE

Management (primarily men 25-54 years old) of small to medium sized businesses – generally first-time computer users.

MEDIA RECOMMENDATION

A combination of newspaper, magazine and radio advertising is the most effective program to reach the target audience. Newspaper and magazine advertising allow the element of response, while helping create awareness of the company, its product, and capabilities. Radio adds another dimension and strengthens the impact of the print advertising. It also quickly enhances awareness and image of the company and its capabilities. Radio has been proven to produce response, although not as great as that from print advertising.

Most important, advertise in print and on the radio in tandem. This strategy makes each message work harder. One plays off the other and the overall cumulative effect is greater response, impact and awareness. If budget allows only one medium, use print. This will generate more inquiries than radio. However, radio can be used alone if awareness is needed to support your selling effort.

Following are some media techniques to help determine the most effective and efficient media schedule in newspapers and on radio. Because every market is different, this report generalizes. In the final analysis, individual judgment should prevail.

HOW TO BUY PRINT ADVERTISING

Q. What type of newspaper or magazine should be used?

A. • Sunday and/or daily newspaper with sound business and financial reporting.
• Magazines that are regional and appeal to business and financial audiences.

Q. How many newspapers should be bought in a market?

A. Generally, one newspaper in a market will deliver an effective reach against the target audience. If the market has more than one newspaper that fits all criteria set down here, use two.

Q. Which section of the newspaper is the most effective to reach the target audience?

A. In order of importance:
a) business and financial sections
b) first news section
c) sports page

Q. What days should the schedule run?

A. In order of importance:
a) Sunday
b) Tuesday morning or whatever day there may be an expanded business section
c) Monday or Wednesday morning

Q. What would be considered a maximum schedule?

A. Sunday/Tuesday morning combination for six to twelve weeks.

Q. What would be considered a minimum schedule?

A. Sunday edition (or Tuesday morning if no Sunday newspaper), every other week for twelve weeks.

Q. What is the cost of a newspaper schedule?

A. Each newspaper has its own rate structure and is priced based on total circulation. The following should apply in most markets.
a) Being a local business firm, the *retail* or *local* rate can be earned. This is considerably cheaper than the national rate and carries no advertising commission.
b) When the same ad is run in a Sunday edition and a daily edition within the same week, a cheaper *combination rate* may be available.

HOW TO BUY RADIO

Q. Which stations in a market should be considered to reach the target audience?

A. a) News/sports/information stations
b) Middle of the road (m.o.r.) music stations with heavy news/sports/weather reporting

Q. How many stations should be bought in a market?

A. Depending upon the total number of stations within a market-place, usually two to four stations will deliver an effective reach against the target audience.

Q. What days should the schedule run?

A. Monday through Friday.

Q. What time of day (day parts) should the announcements be scheduled?

A. a) Morning drive time, 6-10 a.m.
b) Afternoon drive time, 3-7 p.m.

Q. What would be considered an effective schedule?

A. 15 announcements per station per week for eight to thirteen weeks.
a) 10x in morning drive time (2 per day Monday thru Friday)
b) 5x in afternoon drive time (1 per day Monday thru Friday)

Q. What would be considered a minimum schedule?

A. 8 announcements per station per week for six to eight weeks.

Q. How much would a schedule of announcements cost on a station?

A. Each station in each market has its own rate structure, and is priced according to its audience level of listenership. However, the following breakouts are generally true and can be used as a rule of thumb:
a) Morning drive time (6-10 a.m.) – highest cost
b) Afternoon drive time (3-7 p.m.) – second highest cost
c) Daytime (10 a.m.-3 p.m.) – third highest cost
d) Evening time (7 p.m.-midnight) – fourth highest cost
Most stations will "package" a schedule of announcements. This means that for a specified number of announcements bought within one week, the station allows a discount off the one-time rates.

Q. What other types of radio programming could be considered viable alternatives to drive time in order to reach the target audience?

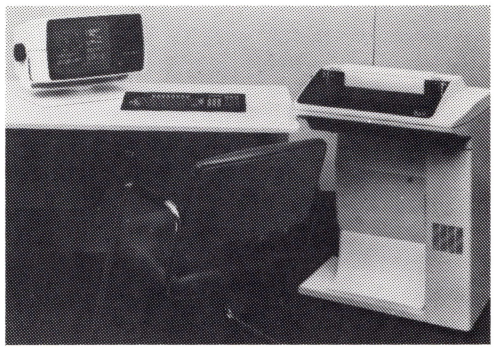
A. a) Sponsoring of news, weather, highway traffic or Wall Street reports
b) Adjacencies to these particular programs
c) Announcements within sporting events such as baseball or football

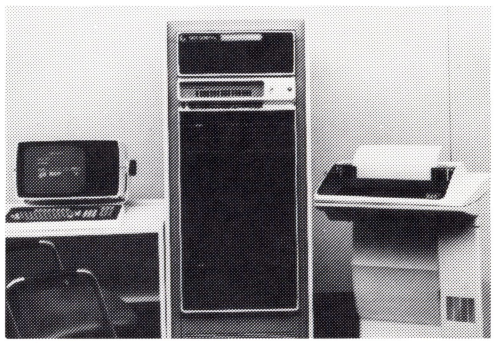
If you decide to use radio as a medium, follow the same basic procedure. Again, the information we've included will help you determine whether you should. You'll find the radio scripts included in this mat book, and should decide which one is most suitable for your particular situation.

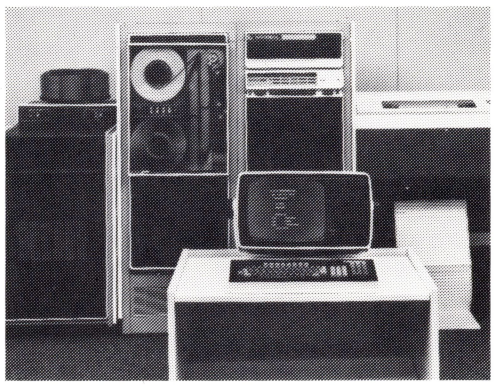
If you need assistance contact the Marketing Communication Department at Data General.

General Ad

WITH SO MANY BUSINESS COMPUTER SYSTEMS TO CHOOSE FROM, YOUR CHOICE IS EASY.







From our wide range of services and capabilities, you'll find a computer system that precisely fits your specific requirements. You can choose a configuration of system and peripherals that meets your requirements. So you only buy what your business needs. Not what someone else's business does.

Our full range includes computers that cover the whole spectrum of needs, from intelligent data entry to the most sophisticated business applications. Plus total system support from a nearby source. Which means all the help you'll ever need is nearby.

You know exactly what you need to run your business (or a single department, for that matter) as effectively as possible. So you know exactly what you need from your computer system. You'll find it here.

Commercial Systems OEM
Name Here.

3 col. x 126 lines

General Ad

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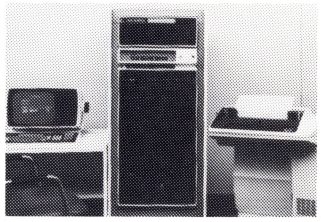

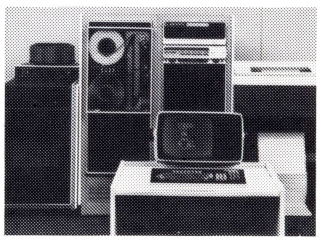

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2 col. x 99 lines

General Ad

TIRED OF THE SAME OLD BS? TRY CS.

There's a new addition to the world's largest family of COBOL-compatible small Commercial Systems. It's Data General's CS/30, and like the rest of the family, it does things for your business that ordinary Business Systems (BS) simply can't.

Thanks to Data General's modern micro-technology, you can have a low-cost, powerful system that provides easy expandability. A comprehensive system to precisely fit your current needs, and grow right along with your business.

Whether you choose the CS/30 or any of the other systems from the CS Family, you get a complete range of system capabilities. You get a system that not only can grow with your business, but will even help it achieve that growth. A system backed up by a company that's already installed more than 60,000 computer systems. And backed up by complete, local support. So any help you ever need is readily available.

What it all means is you don't have to put up with any more BS.

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Name Here.

2 col. x 91 lines

General Ad

FROM DATA ENTRY TO ACTUAL APPLICATIONS, SIMPLE SOPHISTICATION.

To answer all your business responsibilities effectively, you need a computer system that matches your specific needs. And that system has to be simple to use, yet powerful. So you can do the job effectively, with a minimum of work. From our full range of capabilities and services, we can provide you with that system.

Total system support is a major reason the system you select will be easy to operate. We provide complete, comprehensive packages for virtually every business application. And since we're a local company, this complete support is always readily available to you.

Yet you don't sacrifice anything in the way of power. Because all these Data General Commercial Systems are powerful enough to insure easy expandability and total data control.

Easy to use, yet powerful. It adds up to simple sophistication.

Commercial Systems OEM
Name Here.

3 col. x 125 lines

General Ad

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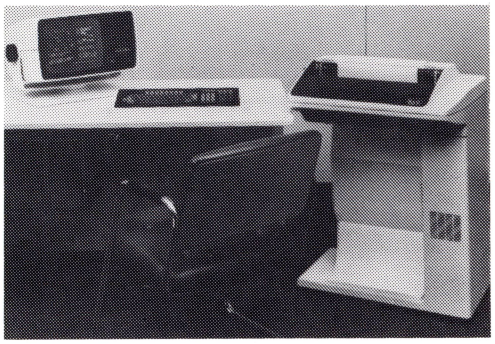
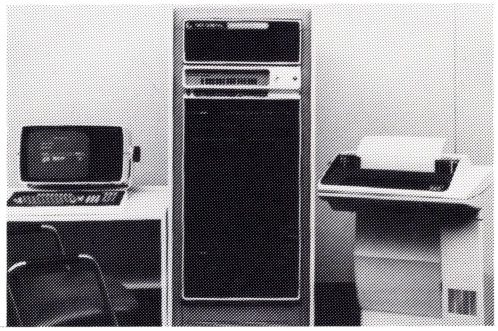
Name Here.

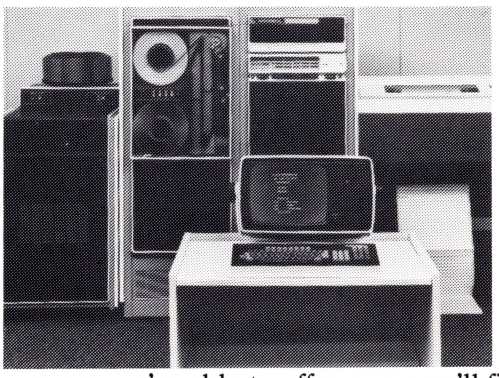
2 col. x 103 lines

General Ad

A WIDE RANGE OF COMPUTER SOLUTIONS TO A WIDE RANGE OF BUSINESS NEEDS.







Business responsibilities are as varied and different as businesses themselves. So no one computer system can solve every problem. Which explains why we offer a complete range of capabilities and services. So you can meet your specific needs, with precisely the amount of help you need. When you need it.

We can provide you with exactly the right Data General Commercial Systems Computer, whether it's to run an entire company or just one department. Large or small. So you only pay for what's actually needed to run it effectively.

And it's all backed up by us with a comprehensive package of applications. A package that's tailored to fit your individual requirements. Supported locally, so help is always readily available.

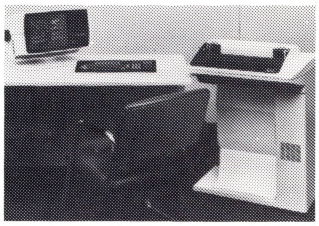
In other words, there's a different solution to every company's computer needs. And with the wide range we're able to offer you, you'll find your business's solution right here.

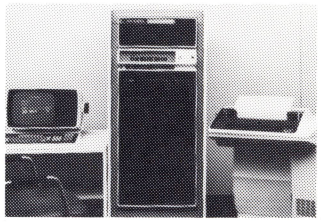
Commercial Systems OEM
Name Here.

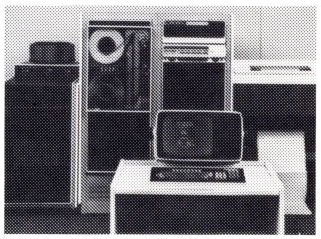
3 col. x 118 lines

General Ad

A WIDE RANGE OF COMPUTER SOLUTIONS TO A WIDE RANGE OF BUSINESS NEEDS.







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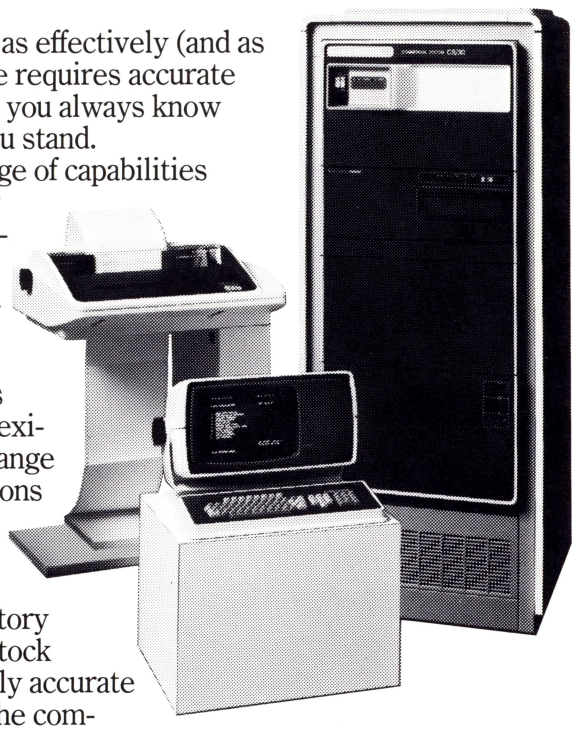
Commercial Systems OEM
Name Here.

2 col. x 105 lines

Inventory Control Ad

DON'T LOSE CONTROL OF YOUR BUSINESS.



To run your business as effectively (and as profitably) as possible requires accurate inventory control. So you always know just exactly where you stand.

From the wide range of capabilities and services we offer you, you'll find a computer system that provides that control. And more.

The Data General Commercial Systems (CS) family has the flexibility to run our full range of inventory applications – all the ones your business will ever need. Stock status and price lists, inventory transfers and out of stock reports, all completely accurate and up to date. And the comprehensive package we'll provide for you will feature complete support; from a near source.

You'll get the computer and support you need to accurately monitor your inventory, from turnover to back orders, ROP items to receipts and adjustments. In other words, everything you need to stay in complete control.

Commercial Systems OEM
Name Here.

3 col. x 99 lines

Inventory Control Ad

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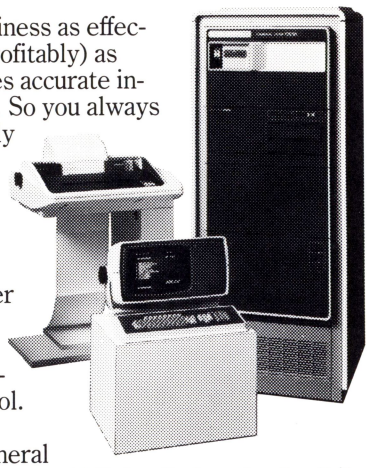

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Commercial Systems OEM
Name Here.

2 col. x 88 lines

Inventory Control Ad

HOW TO MAINTAIN A CONTROLLING INTEREST IN YOUR BUSINESS.

Accurate, complete inventory control is more than just important to your business. It's critical. To maintain a constant knowledge of your company's inventory status, you need an accurate, complete computer system and inventory control package.

You'll find all this here. Data General's Commercial Systems (CS) family encompasses a full range of computer capabilities, so you can have a system that will keep you in control. And we can provide you with comprehensive application support that does the same. You get a system that's precisely tailored to your current needs, and to your future growth, as well.

Accurate, up-to-date information. Stock status and item ranking reports. Price listings and minimum/maximum reports. Whatever fulfills the unique needs of your business.

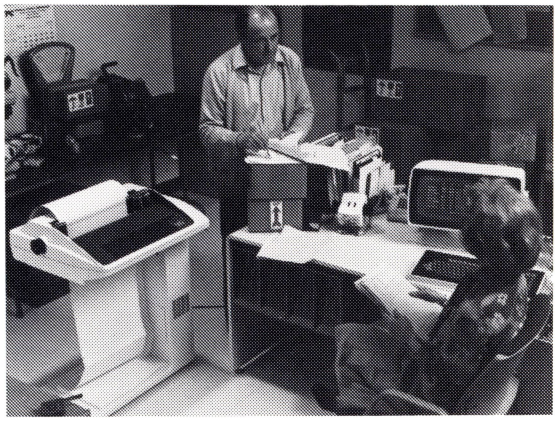
The system you choose will provide you with low-cost, powerful performance that's supported locally. And completely. In other words, you stay in control.

Commercial Systems OEM
Name Here.

3 col. x 125 lines

Inventory Control Ad

HOW TO MAINTAIN A CONTROLLING INTEREST IN YOUR BUSINESS.



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Commercial Systems OEM
Name Here.

2 col. x 105 lines

Accounting Ad

BEFORE YOU SELECT A COMPUTER SYSTEM, TAKE THE FUTURE INTO ACCOUNT.

The computer system and accounting package you choose now have to be able to grow right along with your business. Because if they can't, chances are your company won't do much growing, either.

Among Data General's Commercial Systems (CS) family, you'll find a system that best fits your present needs, and can be adapted to fit your business as it grows.

You'll also find we can provide you with an accounting package that features a complete range of capabilities and services. Local, comprehensive support that covers the full spectrum of accounting applications. From payables and receivables to aged trial balance and finance charge reports. In other words, everything you need to maintain complete control of your company's financial status at all times.

So you can take advantage of a computer system and accounting package (based on compatibility and utility) that not only will grow with your business, but will help you achieve that growth.

It's time to start thinking about the future.

Commercial Systems OEM
Name Here.

3 col. x 129 lines

Accounting Ad

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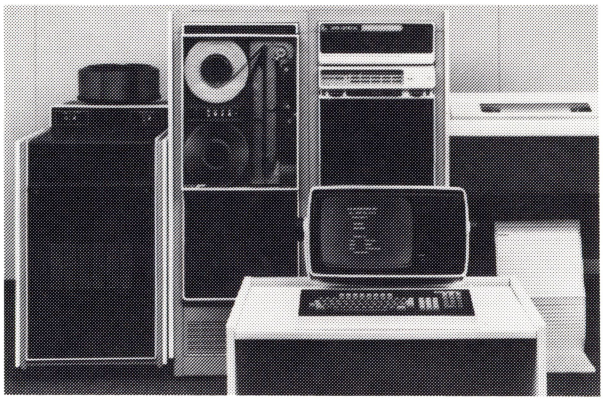

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Commercial Systems OEM
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2 col. x 110 lines

Accounting Ad

THE PERSON MOST LIKELY TO SELL YOU OUR ACCOUNTING PACKAGE ALREADY WORKS FOR YOU.

Your own accountant is the person who best knows the specific accounting needs of your business. The person who can offer you sound advice in selecting a computer system and accounting package for your company.

We can provide you with a system from Data General's Commercial Systems (CS) family that will precisely meet your individual, specific needs. And a comprehensive package of applications that will enable you to monitor your whole spectrum of accounting. Payables and receivables, general ledger and payroll, cash requirements – everything you need to operate your business efficiently. And it's a package that's actually tailored to grow with you.

A computer system from an extensive range of capabilities, so you can get exactly what you need – no more, no less. And our complete support, from the design stage through implementation and for as long as you need it. Support from a local source, so it's always readily available to you.

But the person best qualified to give you thorough, expert advice is on your staff, not ours. Let your own accountant convince you.

Commercial Systems OEM
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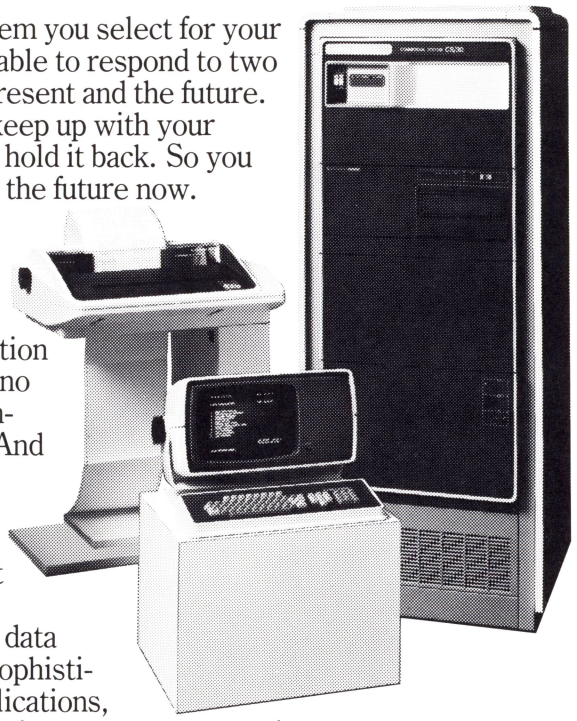
Wholesale Distributor Ad

SOME WHOLESALE ADVICE ABOUT YOUR COMPUTER: IT SHOULD BE PRESENT IN THE FUTURE.



The computer system you select for your business has to be able to respond to two basic needs – the present and the future. Because if it can't keep up with your growth, it's sure to hold it back. So you have to think about the future now.

The Data General Commercial Systems (CS) family we offer can provide your operation with a growth plan no other business computer system can. And its capabilities are enhanced by the extensive, comprehensive support we also provide.

From intelligent data entry to the most sophisticated business applications, whether for a small department or an entire company, you get a configuration of system and peripherals tailored to both your current and your future needs. Which means you won't be looking for a new computer a little ways down the road.

A powerful, yet easy-to-use system that will not only grow with you, but will actually help you achieve that growth. In other words, you've got a friend for life.

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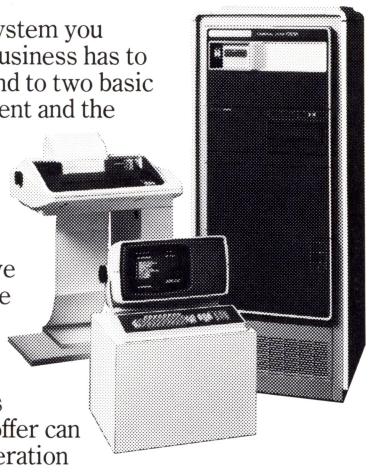

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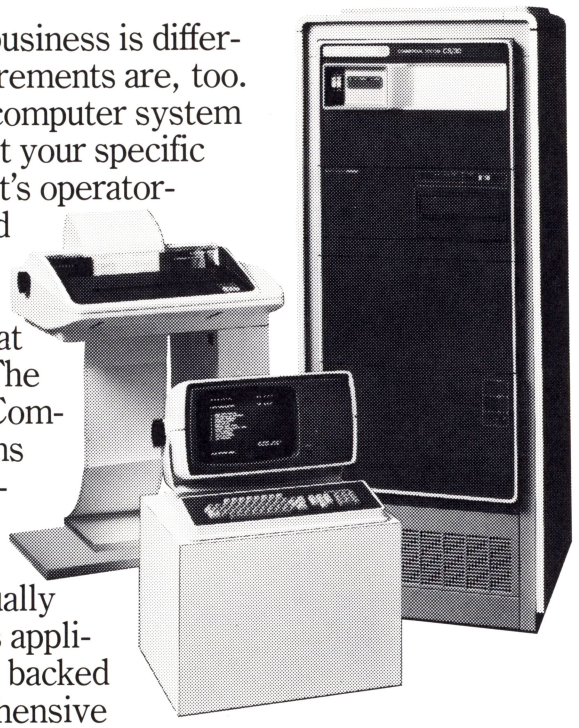
2 col. x 99 lines

Wholesale Distributor Ad

WHOLESALE POWER AND SIMPLICITY: A PERFECT MATCH.



Because your business is different, your requirements are, too. So you need a computer system tailored to meet your specific needs. One that's operator-convenient, and backed by total support.

You'll find that system here. The Data General Commercial Systems (CS) family features a full range of computers for virtually every business application. And it's backed by our comprehensive support. All tailored to fit you.

You'll receive total support, from system design through implementation from a local source. One that sells systems from a company that has already installed more than 60,000 computer systems. And you'll receive a system that matches your needs, not someone else's. Which means you only pay for what you need.

It's the kind of computer system that will help your business grow, then grow right along with it. A perfect match.

Commercial Systems OEM
Name Here.

3 col .x 116 lines

Wholesale Distributor Ad

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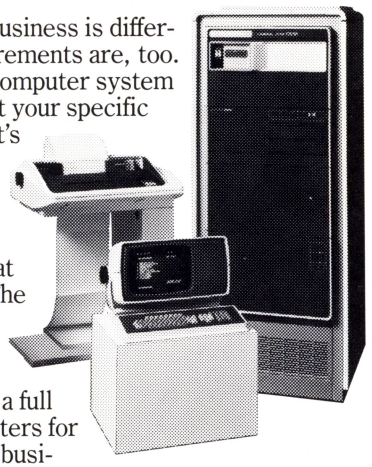

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Commercial Systems OEM
Name Here.

2 col. x 89 lines

General Ad

IF THEY PROMISE THE WORLD, THEY'RE BS*-ING YOU!

There are a lot of BS* pushers out there.

We offer solutions to business problems, not promises. They're called Data General's COBOL-compatible Commercial Systems. They do things for your business that ordinary business systems simply can't.

Commercial Systems use Interactive COBOL, the world's most popular business programming language. It means flexibility when we tailor billing, payroll and inventory programs to your requirements. It means we can easily provide special programs for your type of business, giving you more management information than run-of-the-mill BS routines.

And it means you don't have to worry about outgrowing your system, rewriting software or losing your investment. Because a COBOL program written for one Commercial System will run on any other larger Data General Commercial System.

If you're more interested in long-term solutions than short-term promises, come by and learn more about Data General's Commercial Systems family. You won't get the usual BS from us.

*BS is everyone else's business system.

Commercial Systems OEM
Name Here

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Commercial Systems OEM
Name Here

3 col. x 120 lines

General Ad

YOUR FINGER IS A COMPUTER SPECIALIST

Your finger can push a button, flick a switch and turn a knob. And that's all it takes to operate any of Data General's Commercial Systems business computers.

Sound too easy? Fact is, most people can handle any billing, inventory or payroll task within a few hours of practice. Just by using a finger.

We specifically design Commercial Systems for people who specialize in things other than computers. People who don't have time to go to computer school. People who have jobs to get done. People like you, who need a computer to solve business problems.

We know you've got at least 10 fingers. Why not start one on its way to being a computer specialist by having it dial or press our telephone number? Or bring all 10 fingers by, for a first-hand demonstration.

Commercial Systems OEM
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General Ad

THE WORLD IS READY FOR A RELATIONSHIP LIKE OURS.

Too many computer suppliers sell you a system and leave software support up to someone else.

Not us. We believe in a steady relationship.

We'll be the first to help if you have a question about the software for your Data General CS business computer. Which makes sense, since we're the ones who initially tailor software to meet your requirements. And should the situation call for added assistance, we'll get it for you. We won't leave you stranded after the sale.

Ongoing, personal service is a responsibility that goes along with being a Data General Commercial Systems OEM. So is working with you to select the right Commercial System to run your business today and tomorrow.

If you're ready for a steady relationship that will make you the envy of your competitors, call us. We're a Data General OEM.

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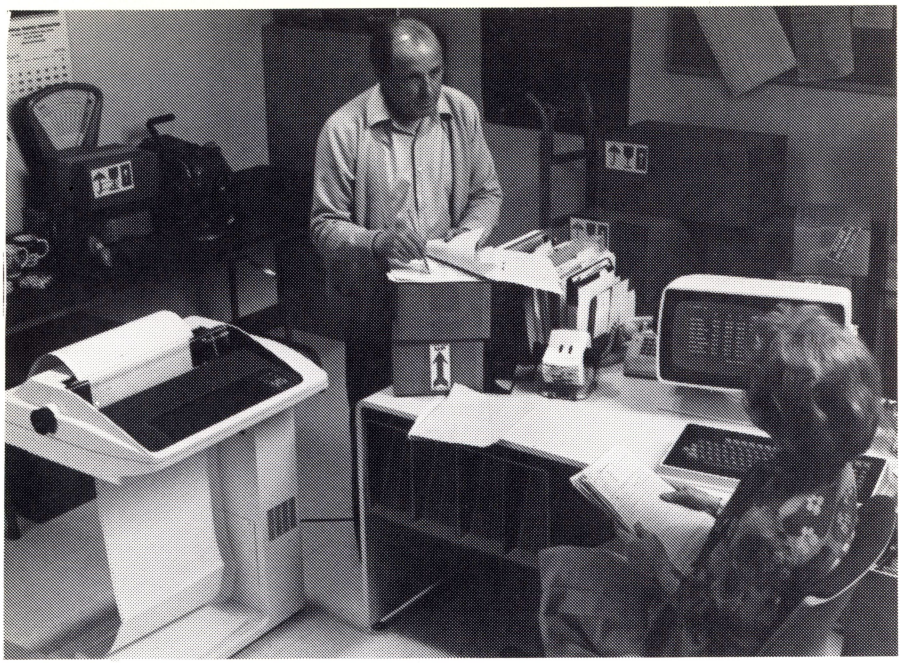

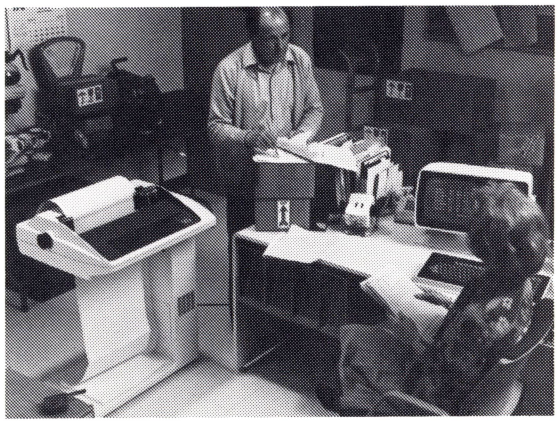

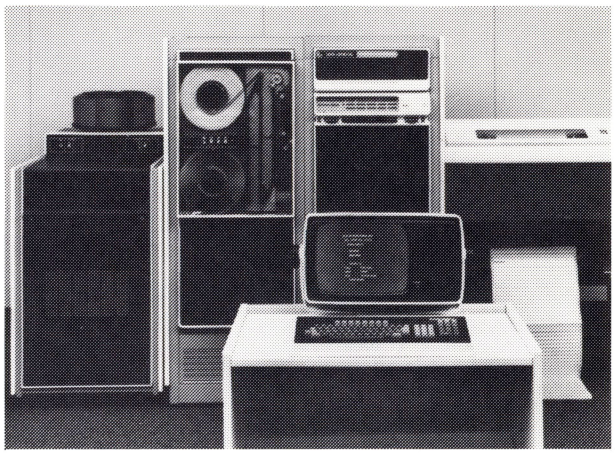

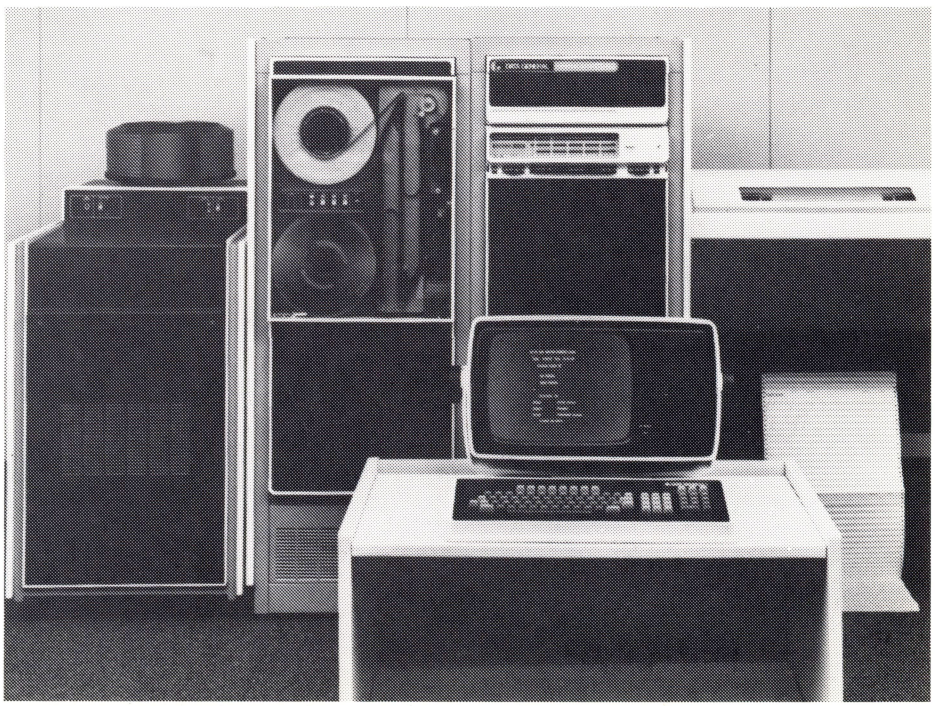

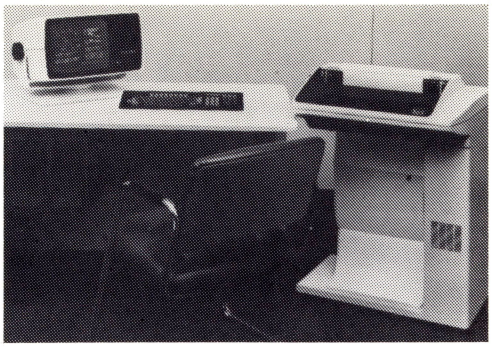

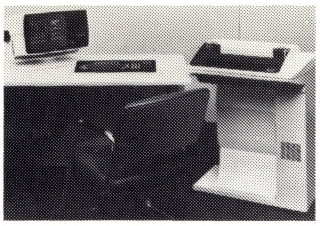

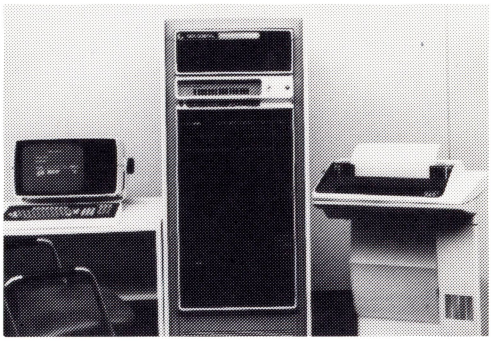

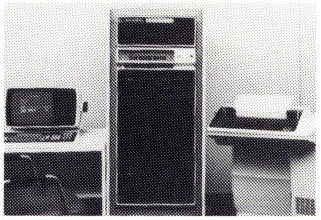

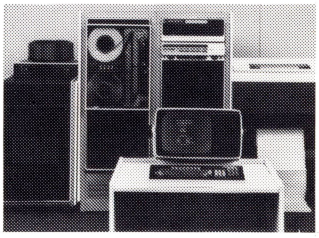

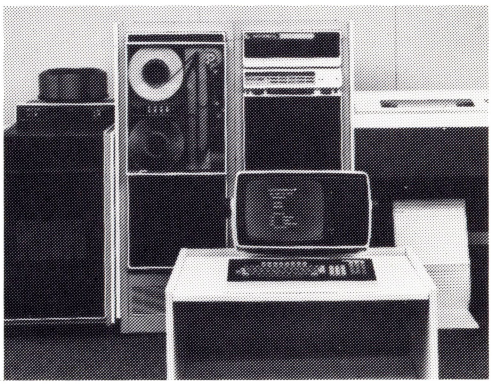

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